LAMB'S DESIGNS HELPED BRING

and confining his efforts solely to that phase in designing, Thomas W. Lamb, whose architectural skill has netted him the reputation of being the foremost architect in theatrical building programs, also designed Loew's State and Loew's Palace theaters in this city.

Mr. Lamb has undoubtedly designed more theaters, not alone for the Loew circuit, but every circuit in the country, than any other architect. His plans are also credited with resulting in the tremendous theater building campaigns now weeping throughout this country

Some years ago with moving pictures growing in favor to a phenome nal degree, and theater accommoda tions rating low in comparison with the enormous increase in patronage, controllers of the largest circuits began to cast about for ideas, whereby larger and better playhouses for pic-tures could be erected.

The former gallery came to a pass-The former gallery came to a passing of the ways with the designs laid out by Mr. Lamb, because of the uncanny line of vision they furnished the spectator. Two floor theaters with the main entrance to the balcony and mezzanine floor, the plan of Loew's State, became the vogue, and Mr. Lamb's ideas on modern theater construction were not only accepted in their entirety, but were copied to a great measure by others. His twentieth century ideas on improved ventilation helped those on improved ventilation helped those conditions, and especially in South-ern states, where the usual custom of "closing down" during the hot summer months was not only altered but abruptly reversed. Steen in-clines to lobbies, orchestra and balcony floors were also changed to a more comfortable grading, while the general lines in design were to give a wider and more roomy atmosphere.
With the completion of Loew's
State in New York city, the "home"
state of the circuit, Mr. Lamb expects to reach the senith of his ca-Capitol in New York, and considered the leading motion picture theaters of the country, were designed by him

Cracks Keaton's Rib With Comedy Brick

Brick-throwing in a comedy scene this week at the studios in Holly-wood, where Buster Keaton comedies re produced for distribution through

Buster has the titular role in his latest comedy-in-the-making, which is a part of Loew's State opening program, and, needless to state, there are times when the action becomes fast and heated. On this particular day one guard suffered a severe cut on his left forearm, and another sprained an ankle. Both retired from

he scene of the battle. Although Buster got off easily during the early part of the day—his fel-low actors being careful when they swung and let go of bricks, rocks and swung and let go of bricks, rocks and other implements, to aim only at his head—one fellow's aim was bad; he heaved a young boulder which cracked a rib.

How's that Loew's State sign on Main street? Some starter, should be something great inside. And have you noticed what a glare is gives the main drag?

A SPECIALIST IN THEATERS



THOMAS W. LAMB. Thomas W. Lamb, architect, designed Loew's State and Loew's Palace The-aters.

HOUCK FURNISHES

which opens Thursday. The purchase by Manager Ben Stainback of this instrument adds another chapter to his 30 years' experience with this institution. The O. K. Houck cominstitution. The O. R. Houck cam-pany claims that he never has gone elsewhere in his local deals. This instrument was to have been placed on exhibition but for the fact that a new show window is being in-

'The Man Who Lights Broadway"

"Some blazer," remarked a young-ster, as the gigantic Loew's State electric sign swung out from the front of the building last week. "Some work," murmured a short, stocky individual, who clung to the edge of the huge frame work, and in-cidentally clung there until its giant hinges were set and all bolts were driven. The man happened to be P. J. Martin, electrical sign construc-tionist, of New York, whose name carries the descriptive phrasing, "The

man who lights Broadway." Martin has not only designed the vast majority of New York's largest electrical signs, but swung them him-self, which perhaps accounts largely for his success. From Bronx to Battery, his ideas glare and are em-blazed through mammoth elec-trical signs, brightening "the great white way," and the most famous

BUILDING ITEMS

The furniture supplied Loew's State by S. Karpen Brothers. New York and Chicago, is copied from the Georgian furniture of the king's palace, Hampton court, England, and is finished in rose and gold. Ladles' reception rosen is in rich wisteria wicker, and draped in flower and bird linen, hand blocked.

Exterior and lobby card posters are by Balton & Sons, 118 Monroe avenue, Memphis, and are exceptional in design and coloring. Specially pre-pared paint of the booth is with a mixture that will not absorb light

All draperies ever boxes and all rigging on stage are by William Camph, New York. Mr. Camph has hung the draperies in all heaters and in the theaters of other arge circuits.

The woodwork, circassian walnut balustrades, and mahogany and cab-inet work was supplied by the Jacob Frolich Cabinet works of the Bronx. New York, and one of the foremost organizations of its particular line in he United States.

The natty, neat uniforms, worn by the doorman and various attaches, were designed and tailored by the

Two important building phases without which all other trades would be useless, are the bricks, lime and cement used. The Memphis Brick and Supply company not only supplied the material in vast quantities, as did the Fischer Lime and Cement company, 289 Walnut street, but on time, which is the most essential point. PIANO FOR STATE time, which is the most essential

The O. K. Houck Piano company chine, used in the larger buildings and with enormous drawing capacity to be used at Leew's State theater, was installed by the Spencer Turkine which opens Thursday. The pur-

Palace theaters.

Its part in theater building almost predominates all other trades and must be handled by one thoroughly

Composed entirely of steel, and baked for hours, the "Panic Prufe doors," at Loew's State theater, can be opened with an eight-pound presbarely able to walk could pen them easily unassisted. They were supplied by the Panic Prufe Products company, 521 Seventh avenue, New were ordered. This is likewise true in the case of Lewis State theater.

The various plaster ornamenta-tions which will undoubtedly attract your attention because of their unusual design, were supplied by the Architectural Plaster company, 624 First avenue, New York city. The Pittsburgh Plate Glass com-pany, installed all the plate glass at Loew's State theater. Their repre-sentative is located at 181 Madison

their waterproofing paint at Loew's, State, a process that has not only brought unusual success to them, but has been adopted as a standard ne-cessity in completing buildings of im-

The Lee Lumber company, with rard and offices at \$75 Rayner ave-nue, supplied all the lumber of unsual footage at Loew's State

Radiator grills, fronting every ra-diator at Loew's State, were quickly supplied by the Memphis Wire and from works.

Drinking fountains that mean "perfect sanitation," were among the successful installations of the J. W. Hull Plumbing company, 239 South Bellevue boulevard, Memphis. Their work also consisted of all plumbing fixtures both back and front stage, and was completed before schedule

Fronting and skirting the building proper. The ornamental iron work of the Globe Iron works, whose home of-fices are located at 446 East 185th street, will attract attention.

Brass railings to be found in the lobby, along the grand staircase and along the front tier boxes, were placed by the Newman Manufactur-ing company. 717 Sycamore street, Cincinnati, Ohio, specialists in their line.

Equip Their Staff With Neat Uniforms

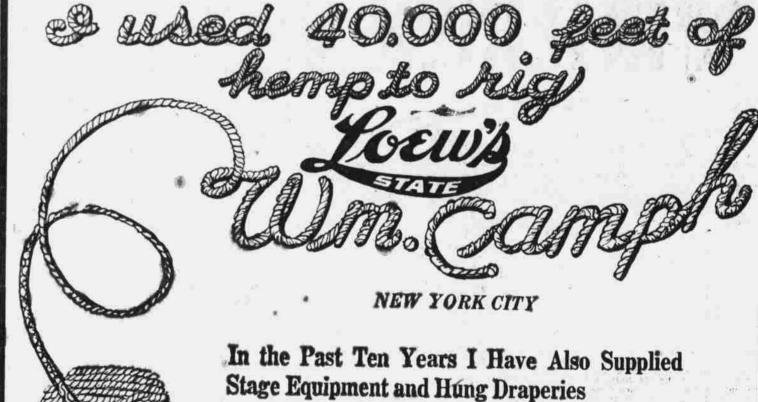
Another highly important factor of the theater is its general appearance Although the building itself be a work Kleigel Brothers, of New York city, of art, other details are apt to be unexcelled in the art of stage and neglected, and one important detail that must be considered in the proper dress for the attendants—the of art other details are apt to be

Loew's State theater has given this Electrical construction. entailing matter careful consideration, and the every bit of wiring is one of the result is that the male employes are most important phases in building all equipped with neat, conservative uniforms that will designate their official capacities.
When Marcus Loew announces that

familiar with theater wiring. The Edwards Electrical compant. 7 East 45th street, New York city, completed the contract for Loew's State theater.

The Russell Uniform company, of 1600 Broadway, New York city, which furnished the uniforms for Loew's State theater, and many others of the Loew chair, is putified, that Loew. Loew chain, is notified that Loew, Inc., contemplates opening another theater, and they then furnish some sketches of various designs, which are approved by Mr. Loew. Fortywere ordered. This is likewise true in the case of Loew's State theater, for the Russell Uniform company had only 48 hours to complete and deliver the order. This was accom-plished without any difficulty.

The Russell Uniform company has succeeded in establishing a national reputation for itself in a comparatively few years. Not only is it the maker of all uniforms for all of Marcus Loew's theaters, but it also num-bers among its many patrons the greatest commercial institutions in the United States. Furthermore, i The Klein Manufacturing company, makers of "custom made" building necessities, at Claveland, Ohio, used the United States. Furthermore, it is outfitter for clubs, military academies, police, fire and postoffice departments, and numerous other branches of industry.



In Loew's

METROPOLITAN 7TH AVENUE GREELEY SO. DELANCY ST. **ORPHEUM** VICTORIA BOULEVARD RIO AVENUE B OF NEW YORK CITY

-ALSO-

Loew's

HAMILTON LONDON WINDSOR **TORONTO** MONTREAL AND OTTAWA THEATERS OF CANADA

AND IN THE PRINCIPAL CITIES OF THE SOUTH AND SOUTH-WEST THAT BOAST A LOEW THEATER

UNHUKWS

We are the Official Uniform Makers for all the Loew Theaters throughout the United States. Uniforms for Loew's State Theater were made and delivered within 48 hours.

We Give You

Style, Quality, Service

UNIFORMS FOR ALL REQUIREMENTS

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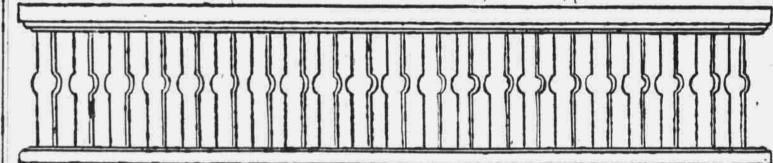
Russell Uniform Co.

"The Firm With a National Reputation"

1600 Broadway

NEW YORK CITY, N. Y.

No 1 tred 1111111 111 BRONX, N.Y. CIT



Suggest that you take particular notice of the handsome mantel pieces along the promenade the balustrade of Circassian walnut-and the neat wood finishing touches in the various reception and rest rooms at—



representing their contribution to the erection of the South's largest theater.